

TRADEWINDS

California Department of Food and Agriculture
Agricultural Export Program

EXPORT OPPORTUNITIES

The Agricultural Export Program (AEP) has received trade leads for the following California products. For details, please contact AEP at aepinfo@cdfa.ca.gov.

- Chile: cookies
- Korea: walnuts; fresh oranges; fresh or frozen raspberries; whey and soybean powders
- Taiwan: sunflower seeds; wheat; barley; dried beans; alfalfa pellets; fresh apples; baled hay; fresh organic red cabbage; cheese snacks; fresh cherries; flax seed meal; sweet canned corn; egg powder; frozen fish; fish oil; fish meal; red grape and cranberry juices; fresh nectarines; frozen concentrate grapefruit juice and pulp; whey protein; frozen pigeon meat; flower, grass, pine, and vegetable seeds; soybean seeds; soybeans; whey powder; straw; raw, in-shell peanuts; safflower oil; frozen swine offal; rice; duck meat; frozen beef; pollock

Upcoming In-Store Promotions in Taiwan

As a member of the Western United States Agricultural Trade Association (WUSATA), AEP is supporting in-store promotional activities in March and July 2005 in one of California's top markets for its agricultural products.

The in-store promotions will highlight fresh produce and associated products, such as sour cream (for baked potatoes), dips (for vegetables), etc. Further details are available through the WUSATA Events Calendar at www.wusata.org.

RECENT FAS / USDA REPORTS

The following reports of interest were released during the month of November. The reports are available at www.fas.usda.gov.

Singapore: Exporter Guide
Australia: Organic Market Brief
Estonia: Exporter Guide
Peru: Retail Food Sector Report

UPCOMING EVENTS / ACTIVITIES

CDFA / AEP International Visitors Program

December 14, 2004, Sacramento

AEP is coordinating meetings with CDFA staff for a veterinary official from the Entry-Exit Inspection and Quarantine Bureau in Shanghai, China.

For more information, please e-mail AEP at aepinfo@cdfa.ca.gov.

Trade Mission to Follow ANTAD 2005

The California Department of Food and Agriculture is cooperating with the Western United States Agricultural Trade Association (WUSATA), to coordinate participation in the official U.S. Pavilion at the ANTAD 2005 Trade Show. The show will take place in Guadalajara, Mexico on March 10-12. ANTAD is the largest food and supermarket exposition in Latin America featuring supermarket buyers and retail importers and distributors.

A trade mission to Mexico City will follow ANTAD on March 14-16. California agricultural exporters will have opportunities to meet with companies and tour retail and industry facilities.

The registration and payment deadline is January 14, 2005. For more information, please contact Mr. Joshua Eddy at CDFA at (916) 654-0389 or jeddy@cdfa.ca.gov, or view trade event details online at www.calagexports.com/home.htm.

New EU Labeling Rules for Alcohol

The European Union's new allergen labeling rules, which make mandatory the indication of allergenic substances on food labels, also extend to beverages containing more than 1.2% by volume of alcohol which are not required to list ingredients.

For details on the new rules, including background, implementation dates, and links to the EU legislation, see USDA/FAS GAIN Report E34093, available at www.fas.usda.gov/scripts/attacherep/.

USDA Offers Supplier Credit Guarantees for Export Sales to West Africa Region

The U.S. Department of Agriculture announced on November 16, 2004 that \$25 million in credit guarantees would be available for sales of U.S. agricultural products to the West Africa Region under the Commodity Credit Corporation's Supplier Credit Guarantee Program (SCGP) for fiscal year 2005. The West Africa Region for this program includes Benin, Burkina Faso, Cameroon, Cape Verde, Cote d'Ivoire, Gabon, Gambia, Mali, Niger, Nigeria, and Senegal.

SCGP helps exporters offer competitive, open-account financing to foreign buyers of U.S. foods and agricultural products. The financial risk to exporters is reduced by SCGP by guaranteeing a large portion of the payments due from importers on short-term credit extended by the exporters or U.S. financial institutions.

Sales must be registered with CCC by September 30, 2005, and exporter's contractual agreements must call for exports no later than November 30, 2005.

Specifics including how to determine which products are covered by this program, terms of coverage, guaranteed fee rates, importer obligations, and other details are available from the USDA News Release, available through www.fas.usda.gov/news.html.

CDFA Chemistry Lab Receives Coveted International Accreditation

The California Department of Food and Agriculture's Center for Analytical Chemistry (CAC) is the first state laboratory in the nation to be comprehensively accredited to the ISO (International Standards Organization of the United Nations) 17025 standard for testing laboratories.

The designation means that testing performed at the CAC's two labs meets the highest national and international standards for technical competency, and that results may be evaluated with unassailable confidence.

Among the CAC's functions is testing for pesticide residues in food and aflatoxin in almonds. It performs nearly 80,000 chemical analyses annually for CDFA, the California Department of Pesticide Regulation, the U.S. Department of Agriculture, and other federal, state, and local regulatory agencies.

The full press release regarding this achievement, visit www.cdfa.ca.gov/exec/pa/pressreleases/.

California Department of Food and Agriculture

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Agricultural Export Program

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